



ISSUE	THEME	BOOKING DEADLINE
February	Farming & Breeding Management	December 20, 2011
March	Health & Nutrition	January 20, 2012
April	CTHS Annual Statistical Review	February 24, 2012
May	Sovereign Awards	March 23, 2012
June/July	Queen's Plate Preview	May 3, 2012
Aug/Sept	Major Race Coverage, Sale Previews	July 11, 2012
Oct/Nov	Major Race Coverage, Sale Results	August 31, 2012
Dec/Jan	Annual Sire Book *Year Round Readership*	Pedigree Pages: Oct. 9, 2012 Display Pages: Nov. 7, 2012



**MISSION:** Canadian Thoroughbred is the leading Canadian magazine for breeders, owners, trainers and farm managers who make Thoroughbred racing their business. It is the only national source for racing statistics, racing and breeding updates, sales results, provincial reviews, and reports on events and people that influence racing across the country.

**FREQUENCY:** 8 issues per year

**READERSHIP:** 10 000

**READER DEMOGRAPHIC:**

The average Canadian Thoroughbred reader:

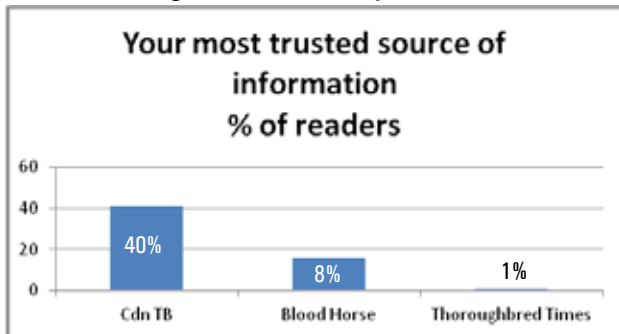
Female – 66%

Owens their own property – 65%

Income > \$50,000/year – 70%

Some secondary education – 79%

**When looking for Canadian racing information, our readers choose Canadian Thoroughbred more than any other source.**



**84% of Canadian Thoroughbred readers take action when they read ads in the magazine.**



**Did you know...**

- Investment in the Canadian horse industry is valued at over \$29 Billion?
- Horse owners in Canada spend \$1.6 Billion each year on products and services?
- The industry contributes over \$19 Billion annually to the Canadian economy?

\*2010 Canadian Horse Industry Profile Study, Equine Canada

**Each Year**

Almost \$94 million is spent on feed supplements, over \$98 million on grooming and care products, and over \$125 million on tack and horse-related equipment. HPG can take your message into this lucrative market.

In print or on-line, we will deliver your message across the country.